| **Assessment Type 1: Skills and Applications Tasks 20%** | |
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| **Materials Applications**  800 words | **Materials testing** - Investigate and evaluate a number of variables involved in the development of graphic images. The investigation will involve practical testing, comparative evaluation (what works best) and a summative evaluation (what you will use). There should also be some information from secondary sources (research on what the experts use). Present your finding in a table with pictures and comments. |
| **Skills and Applications Tasks** | **Graphic development** - Use one or more graphic processes (hand made and computer based). Skills assessed relate to visual composition, design elements and principles. Keep screen shots of your work in progress, put them into a table with comments. |
| **Graphic manipulation** - Create and manipulate images and text using Photoshop and one other computer based programs, i.e; Preview / IPad apps. Skills addressed include basic importing, adjustments and file export. Keep screen shots of your work in progress, put them into a table with comments. You will also be assessed through a skills checklist. |
| **Assessment Type 2: Product 50%** | |
| **Product** | **Minor Product** - Produce a communications product using two or more computer graphics programs, i.e: IMovie, Photoshop, In Design or Illustrator. The product must include text and images and communicate to a particular audience about an issue (eg: housing, safety, happiness, health, racism etc) The focus of this task is on visual composition and the use of computer based graphic techniques.  **Major Product** - Students produce the item designed in the Folio. Students evaluate the product against the Design Brief they have developed and suggest possible improvements.  Develop a communications product that uses a graphic process. This could be an: Branding (logo, stationary, signage, promotion), a Publication (magazine, web pages / blog sites), Advertisement (animation, print, web, flyers, poster) or Product packaging (CD, food, shoes). The product will be negotiated with the teacher. The product must contain both text and visual elements. |
| **Assessment Type 3: Folio (Design Brief & Evaluation) 30%** | |
| **Product Design and Evaluation**  **(Folio)**  **2000 words**  ***(external moderation*** | PRODUCT DESIGN (Folio – to plan and evaluate your Major Product)  **Investigation**  1. Identify need/problem  2. Design brief  3. Similar products, production techniques / materials  4. Material options  5. Impacts  **Planning**  1. Reaction to investigation /design brief  2. Refinement of ideas  **Evaluation**  1. Product success – design brief  2. Effectiveness of making product  3. Modification - reflections |